

ORDER



KSNV

Orders

Order / Rev: **104407**
 Alt Order #: **06832081**
 Product Desc: **HELLER FOR SENATE**
 Estimate:
 Flight Dates: **10/03/12 - 10/09/12**
 Original Date / Rev: **07/18/12 / 10/15/12**
 Order Type: **GENERAL**

Primary AE: **Amy McCreary**
 Sales Office: **BLPHI**
 Sales Region: **National**

Agency

Name: **Strategic Media Services, Inc.**
 Buying Contact:
 Billing Contact:
 3299 K St. NW
 Washington, DC 20007

Billing Type: **Cash**
 Billing Calendar: **Broadcast**
 Billing Cycle: **EOM/EOC**
 Agency Commission: **15%**

Advertiser

Name: **Heller, Dean for U.S. Senate** *Revised*
 Demographic: **A35+**
 Product Codes: **PLC01**
 Priority: **SELECT PRIORITY CODE**
 Revenue Codes: **POLITICAL/AGY, PCAN, GEN**

New Business Thru:
 Order Separation: **00:05:00**
 Advertiser External ID:
 Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/09/12	120	\$75,775.00	\$64,408.75

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	120	\$75,775.00	\$64,408.75	0.00
Totals	120	\$75,775.00	\$64,408.75	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

Order Share

Order Share	Share	Total
KSNV	29%	\$75,775.00
Market	100%	\$261,293.10

Competitive Share

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	26%	\$67,936.21
KLVX	0%	\$0.00
KSNV-	2%	\$5,225.86
KTNV	18%	\$47,032.76
KTUD	1%	\$2,612.93
KVVU	24%	\$62,710.34
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	10/03/12	10/05/12	M-F 5-6a WakeUp w/WagM		5-6a	--WTF--	:30	6	\$300.00	2	0.00	NM	6	\$1,800.00
M-F 5-6a WakeUp w/Wagners															
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	--WTF--			6			\$300.00		0.00			

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Flight Dates: 10/03/12 - 10/09/12

Advertiser: Heller, Dean for U.S. Senate
Product Desc: HELLER FOR SENATE
Estimate: KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	10/03/12	10/05/12	M-F 5-6a WakeUp w/Wag M-F 5-6a WakeUp w/Wagners	CM	5-6a	--WTF--	:30	6	\$300.00	2	0.00	NM	6	\$1,800.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/01/12	10/07/12	--WTF--	6		\$300.00		0.00						
E 2	KSNV	10/08/12	10/09/12	M-F 5-6a WakeUp w/Wag M-F 5-6a WakeUp w/Wagners	CM	5-6a	MT-----	:30	4	\$300.00	2	0.00	NM	4	\$1,200.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/08/12	10/14/12	MT-----	4		\$300.00		0.00						
E 3	KSNV	10/08/12	10/09/12	M-F 6-7a WakeUp w/Wag M-F 6-7a WakeUp w/Wagners	CM	6-7a	MT-----	:30	4	\$450.00	2	0.00	NM	4	\$1,800.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/08/12	10/14/12	MT-----	4		\$450.00		0.00						
E 4	KSNV	10/03/12	10/05/12	M-F 6-7a WakeUp w/Wag M-F 6-7a WakeUp w/Wagners	CM	6-7a	--WTF--	:30	6	\$450.00	2	0.00	NM	6	\$2,700.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/01/12	10/07/12	--WTF--	6		\$450.00		0.00						
E 5	KSNV	10/03/12	10/05/12	Today Show Today Show	CM	658a-9am	--WTF--	:30	6	\$600.00	2	0.00	NM	6	\$3,600.00
TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/01/12	10/07/12	--WTF--	6		\$600.00		0.00						
E 6	KSNV	10/08/12	10/09/12	Today Show Today Show	CM	658a-9am	MT-----	:30	4	\$600.00	2	0.00	NM	4	\$2,400.00
TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/08/12	10/14/12	MT-----	4		\$600.00		0.00						
E 7	KSNV	10/08/12	10/09/12	M-F Today Show II 3rd Hr M-F Today Show II	CM	9-10a	MT-----	:30	2	\$275.00	2	0.00	NM	1	\$275.00
TODAY2															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/08/12	10/14/12	MT-----	2		\$275.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>				
2	KSNV	10/08/12-10/14/12		M-F Today Show II 3rd Hr	9-10a		MT-----	:30	(\$275.00)	0.00	NM				
Unresolved															
[.NOT AVAILABLE RATE] NOT AVAILABLE RATE															
E 8	KSNV	10/03/12	10/05/12	M-F Today Show II 3rd Hr M-F Today Show II	CM	9-10a	--WTF--	:30	2	\$425.00	1	0.00	NM	2	\$850.00
TODAY2															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/01/12	10/07/12	--WTF--	2		\$425.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>				
2	KSNV	10/01/12-10/07/12		M-F Today Show II 3rd Hr	9-10a		--WThF----	:30	(\$425.00)	0.00	NM				
See MG 8.4,8.5															
[.NOT AVAILABLE RATE] NOT AVAILABLE RATE															
5	KSNV	10/03/12-10/05/12		M-F Today Show II 3rd Hr	9-10a		--WThF----	:30	\$425.00	0.00	NM				
[ABLE TO PLACE] ABLE TO PLACE															
E 9	KSNV	10/03/12	10/05/12	M-F Today Show III 4th Hr Today 4th Hour	CM	10am-11am	---TF--	:30	1	\$225.00	2	0.00	NM	0	\$0.00
TODAY 3															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/01/12	10/07/12	---TF--	1		\$225.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>				
1	KSNV	10/01/12-10/07/12		M-F Today Show III 4th Hr	10am-11am		---ThF----	:30	(\$225.00)	0.00	NM				
Unresolved															
[.NOT AVAILABLE RATE] NOT AVAILABLE RATE															
E 10	KSNV	10/08/12	10/09/12	M-F Today Show III 4th Hr Today 4th Hour	CM	10am-11am	MT-----	:30	2	\$225.00	2	0.00	NM	0	\$0.00

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 39	KSNV	10/08/12	10/08/12	Mon PR 8-10p Monday Prime 8-10pm	CM	8-10pm	M-----	:30	1	\$2,400.00	2	0.00	NM	1	\$2,400.00
VOICE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/08/12	10/14/12	M-----	1		\$2,400.00		0.00						
E 40	KSNV	10/09/12	10/09/12	Tues PR 8-9p Tuesday Prime 8-9pm	CM	8-9pm	-T-----	:30	1	\$2,400.00	2	0.00	NM	1	\$2,400.00
VOICE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/08/12	10/14/12	-T-----	1		\$2,400.00		0.00						
E 41	KSNV	10/04/12	10/04/12	Thurs PR 10-11p Thursday Prime 10-11pm	CM	10-11pm	---T---	:30	1	\$2,100.00	2	0.00	NM	1	\$2,100.00
ROCK CENTER															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/01/12	10/07/12	---T---	1		\$2,100.00		0.00						
E 42	KSNV	10/05/12	10/05/12	Fri 10-11p Friday Prime 10-11pm	CM	10-11pm	----F--	:30	1	\$2,100.00	2	0.00	NM	0	\$0.00
DLNE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/01/12	10/07/12	----F--	1		\$2,100.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>				
1	KSNV	10/01/12-10/07/12		Fri 10-11p	10-11pm		----F--	:30	(\$2,100.00)	0.00	NM				
Unresolved															
[NOT AVAILABLE RATE] NOT AVAILABLE RATE															
E 43	KSNV	10/06/12	10/07/12	Sa-Su News 3 at Eleven Sa-Su News 3 at Eleven	CM	11pm-1135pm	-----SS	:30	2	\$750.00	2	0.00	NM	2	\$1,500.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/01/12	10/07/12	-----SS	2		\$750.00		0.00						
E 44	KSNV	10/06/12	10/06/12	News 3 Sunrise - SATUR News 3 Sunrise SATURDAY	CM	6a-7a	-----S-	:30	1	\$225.00	2	0.00	NM	1	\$225.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/01/12	10/07/12	-----S-	1		\$225.00		0.00						
E 45	KSNV	10/06/12	10/06/12	Saturday Today Saturday Today	CM	7a-9am	-----S-	:30	1	\$325.00	2	0.00	NM	1	\$325.00
SAT TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/01/12	10/07/12	-----S-	1		\$325.00		0.00						
E 46	KSNV	10/06/12	10/06/12	News 3 Today - SATUR News 3 Today - SAT	CM	9am-930am	-----S-	:30	1	\$300.00	2	0.00	NM	1	\$300.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/01/12	10/07/12	-----S-	1		\$300.00		0.00						
E 48	KSNV	10/06/12	10/06/12	SIGN ON-SIGN OFF ROS	CM	5a-459a (9:30 PM-10:30 PM)	-----S-	:30	1	\$375.00	2	0.00	NM	1	\$375.00
JEP/WHEEL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/01/12	10/07/12	-----S-	1		\$375.00		0.00						
E 49	KSNV	10/06/12	10/06/12	Saturday Night Live Saturday Night Live	CM	1130pm-1:02am	-----S-	:30	1	\$750.00	2	0.00	NM	1	\$750.00
SNL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/01/12	10/07/12	-----S-	1		\$750.00		0.00						
E 50	KSNV	10/07/12	10/07/12	News 3 Sunrise - SUND News 3 Sunrise SUNDAY	CM	6a-7a	-----S	:30	1	\$225.00	2	0.00	NM	1	\$225.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/01/12	10/07/12	-----S	1		\$225.00		0.00						
E 51	KSNV	10/07/12	10/07/12	Sunday Today Sunday Today	CM	7a-8am	-----S	:30	1	\$500.00	2	0.00	NM	1	\$500.00

